Claims

1. A method for rendering encrypted digital content, the method comprising the steps of:

        obtaining data comprising an advertisement and encrypted digital content;

        rendering the advertisement to obtain a content encryption key;

        utilizing the content encryption key to decrypt the encrypted digital content; and

        rendering the digital content.

2. The method of claim 1 wherein the step of obtaining data comprises the step of obtaining data comprising an advertisement, wherein the advertisement comprises information taken from the group consisting of a public service announcement, a legal warning, a commercial.

3. The method of claim 1 further comprising the step of insuring that the advertisement is completely rendered prior to rendering the digital content.

4. The method of claim 1 wherein the step of rendering the advertisement to obtain the content encryption key comprises the step of hashing the advertisement to obtain the content encryption key.

5. The method of claim 1 wherein the step of rendering the advertisement to obtain the content encryption key comprises the step of using a keyed hash algorithm on the advertisement to obtain the content encryption key.

6. The method of claim 1 wherein the step of rendering the advertisement to obtain the content encryption key comprises the step of hashing the advertisement and using a public key to obtain the content encryption key.

7. The method of claim 1 further comprising the steps of:

        receiving a DRM rules file; and

analyzing the DRM rules file to determine a length of the advertisement.

8. A method for preparing an advertisement message, the method comprising the steps of:

5   creating an advertisement; and

determining a content encryption key (CEK) based on the advertisement, utilized to decrypt encrypted digital content

10   9. The method of claim 8 further comprising the steps of:

prepending the advertisement message containing the CEK to the encrypted digital content; and

transmitting the advertisement message containing the CEK and the digital content.

15

10. The method of claim 8 wherein the step of creating the advertisement comprises the step of creating an advertisement taken from the group consisting of a public service announcement, a legal warning, a commercial.

20   11. The method of claim 8 further comprising the steps of:

creating a DRM rules file comprising a length of the advertisement; and

transmitting the DRM rules file along with the advertisement..

12. The method of claim 8 further comprising the steps of:

25   appending a "stop hashing" value to the advertisement; and

transmitting the advertisement with the appanded "stop hashing" value;

13. An apparatus comprising:

a DRM module obtaining data comprising an advertisement and encrypted

30 digital content, rendering the advertisement to obtain a content encryption key, and

utilizing the content encryption key to decrypt the encrypted digital content; and

a rendering module rendering the digital content.

14. The apparatus of claim 13 wherein the advertisement comprises information taken from the group consisting of a public service announcement, a legal warning, a commercial.

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15. The apparatus of claim 13 wherein the DRM module hashes the advertisement to obtain the content encryption key.

16. The apparatus of claim 15 wherein the DRM module uses a a keyed hash

10   algorithm on the advertisement to obtain the content encryption key.

17. An apparatus comprising:
     digital content;
     an advertisement; and

15   logic circuitry for obtaining a content encryption key from the advertisement and encrypting the digital content with a content encryption key.

18. The apparatus of claim 17 wherein the advertisement is hashed to become the content encryption key.

20